



THE -- STORAGRAM

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KAUFMANN'S
FIFTH AVENUE & PITTSBURGH

*The cover design was done
especially for the Storagram
by Joseph Kurtz, card writer
in the Advertising Department.*

The Stogram

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No. 7

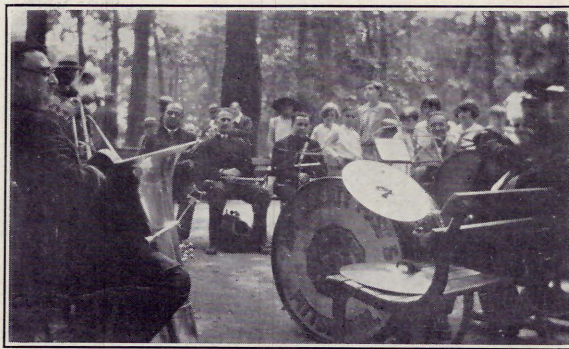
It Was A Great Picnic

The store was the host; Kaufmann fellow-workers friends and families were the guests; but Old Sol was the guest of honor! He was there all day—and how! Yes, it was a perfect summer day, and a picnic long to be remembered. We use this opportunity to thank Mr. E. J. and Mr. Oliver Kaufmann, and to express our appreciation for the good work done by the following committee:

General Committee—Miss Marie Maloney, Mr. J. M. Meyers, Mr. R. Friedlander, Mr. J. Kelly, Mr. A. Greiner, Miss Helena Fitzsimmons, Mr. R. Burton.

Transportation Committee — Messers Sexton, Cavanaugh, Broecker, Brautigam, Mohr, Heidler, Stitzell, Macks.

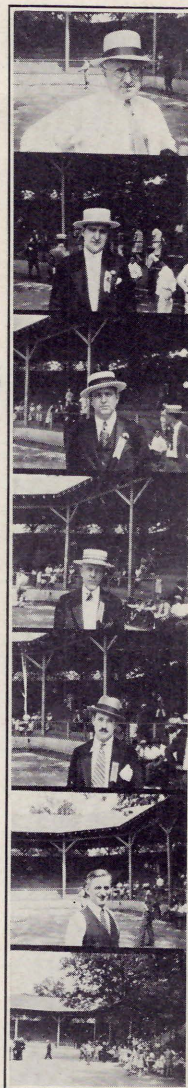
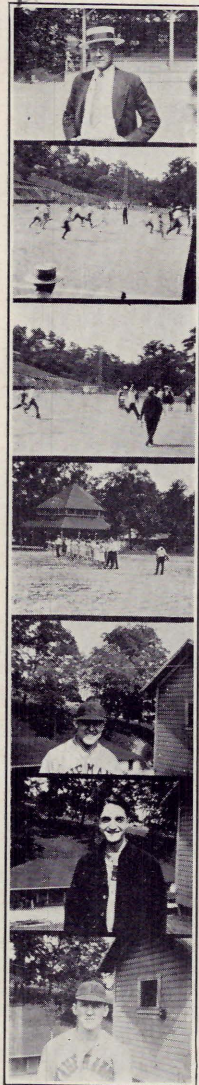
Committee for Athletic Events—Honorary: Mr. E. J. Kaufmann, Mr. O. M. Kaufmann. Starter; Mr. Tandy. Judges at Finish: Messers Adelshelm, Brautigam. Announcer: Mr. Macks. Director and Referee: Mr. Ben H. Griffin, A. A. U. Clerk of Course: Mr. D. J. Levinson. Timers: Messers Danner and Simon. Custodian of Prizes, Miss Maloney.



CAPUTO'S BAND PLAYED FOR THE DANCING

PRIZE WINNERS AT THE PICNIC

Event No. 1—Time, 7 seconds. First Prize, Mr. Robert Kornick; Second Prize, Mr. William Guenther; Third Prize, Mr. George Roll. Event No. 2—Time, 6.4 seconds. First Prize, Miss Rose Nudi; Second Prize, Miss Lena Macchinella; Third Prize, Miss Lois Joyce. Event No. 3—Time 10 seconds. First Prize, Mr. Whistner; Second Prize, Mr. Harry Olson; Third Prize, Mr. Andrew Helfrich. Event No. 4—First Prize, Mr. Jack Joice; Second Prize, Mr. Roy Munsch; Third Prize, Mr. Gila. Event No. 5—First Prize, Miss Kathryn Kasonic; Second Prize, Miss Mary Cimmel; Third Prize, Mr. George Watson. Event No. 6—Time, 15 seconds. First Prize, Mr. Harry Rosenbloom; Second Prize, Mr. Corney; Third Prize, Miss Rose Haffner. Event No. 7—First Prize, Miss Florence Kusserow; Second Prize, Mr. Homan; Third Prize, Mr. Reichel. Event No. 9—(No. 8 omitted). First Prize, Miss Rose Nudi; Second Prize, Miss Reichel; Third Prize, Miss Risher. Event No. 10—First Prize, Mr. Beljan; Second Prize, Mr. Rule; Third Prize, Mr. Sam Machiarella. Event No. 11—First Prize, Mrs. Neuman; Second Prize, Mrs. Watsons; Third Prize, Mrs. Foley. Event No. 12—First Prize, Miss Vera Diel; Second Prize, Miss Edna Kusserow; Third Prize, Miss Jean Handei.



Men of the Maintenance Force



SEATED—WILLIAM LEE, *Chief Engineer*. STANDING LEFT TO RIGHT—JAMES CLARK, EARL OSTRUM, LEO GIBBONS, EARL WOODS

When you take a good cold drink of water at one of the drinking fountains on any floor in the store, or when you step into one of the dainty booths of the Adoria Beauty Salon for a facial or a shampoo, you're not very apt to connect either the aforesaid ice water or the beauty treatment with the boys shown in the picture above! Nor are you apt to think of this crew, working away in the sub-basement, when you step into the frigid atmosphere of our fur storage; nor do you think of these sub-basement engineers when you refresh yourself at the first floor soda fountain, or eat ice cream or frozen dainties on the eleventh or thirteenth floor. In fact, as you line them up, there doesn't seem to be much connection between ice cream, the beauty parlor, fur storage and these five men in the picture above. But here's the story:

Down in the sub-basement are the tremendous motors and the skilled crew that give us power for the elevators, steam for our heating plant, hot water for the beauty salon and ice and ice-less refrigeration for all our needs. Think this over, for a minute, and you'll come to the startling conclusion that this crew, tucked away out of sight, under the basement, little known to the other fellow workers here, are a pretty important cog in the wheel of this business.

It would doubtless be a great revelation to any one in the store family to visit the Refrigeration Department down here. Here is where the ice is made for all the store uses and also for the North Side and Forbes St. Service Stations. And not only is ice made, but ice-less refrigeration (by direct expansion) is provided for thirty ice-less refrigerators—for our fur storage, for the drinking water throughout the store and for food storage for the kitchens.

Down here, too, the Grinnell Sprinkler system is managed. Did you know that there are between 28 and 30 miles of pipe of various sizes, in the Grinnell Sprinkler System? The men in the Maintenance Force are responsible for the care and upkeep of this complicated system.

Here, too, is that mammoth 500-horse power, stoker-fed boiler that makes the steam for heating this building. And here is the immense motor that makes the power which runs our 28 elevators.

In addition to the men in the picture above, the following are also in this department of maintenance: Philip Boyle, Patsy Gallagher, Morris, Campbell, Beuhl Painter, Charles Davis and Frank Steineman. We expect to show a picture of this group and tell more about the interesting work of this department in the next issue of the Storagram.

Pittsburgh District Does \$38,118,599 in Agriculture

The industrial fame of the District has caused many persons to forget that we have such things as farms; and it may occasion surprise when it is stated from Government and State departments that in 1925 the seven counties in the Pittsburgh District produced agricultural products valued at \$38,118,599 and had livestock valued at the respectable figure of \$17,631,027, hens, at \$2,432,870, and bees \$103,645.

The Pittsburgh District has but 11% of the State's total acreage, and only 13% of the State's farm acreage; yet in 1925 the District produced 33% of the State's wool: 13% of the grain; 12% of the dairy products; 10% of the fruit; and 6% of the white potatoes.

Considering that 18% of the District's farmland is in timber, leaving only 82% for cultivation and pasturage, this is a remarkable showing.

OUR INDUSTRIES ROLL UP BILLIONS

While the roaring mills along the rivers of Allegheny County produce for that county alone in a single year (1926) manufactures valued at the stupendous amount of \$2,246,145,500; while the bustling centers of trade in the District effect wholesale and retail sales to the amount of \$1,190,922,380 in the same year; while the bowels of the earth are forced to disgorge riches to the extent of 50,000,000 tons of bituminous coal, and crude petroleum valued at \$5,000,000 annually in the District; while laboring

freight trains carry 173,000,000 tons and the local rivers bear on their bosoms 40,294,899 tons of the District's freight in a single year; while this is transpiring it is well to remember that the Pittsburgh District raised close to forty million dollars worth of agricultural products!

WHAT COUNTIES COMPRISE THE PITTSBURGH DISTRICT?

The Chamber of Commerce lists the following counties as comprising the "Pittsburgh District":—Allegheny, Armstrong, Beaver, Butler, Fayette, Washington and Westmoreland.

The following table may prove a surprise to many who had no idea of the large acreage in the farm lands of the "Pittsburgh District":

	Total Acres	Acres in farms	Acres in timberld.
Allegheny Co.	464,000	207,608	
Armstrong Co.	417,920	283,564	65,152
Beaver Co.	274,560	182,363	53,054
Butler Co.	505,600	329,430	41,767
Fayette Co.	508,800	230,990	123,242
Washington Co.	551,680	432,043	7,693
Westmoreland Co. ...	664,960	333,913	69,923
<i>Pittsburgh District</i> ...	3,387,520	1,999,911	360,831

Quoted from Pittsburgh Chamber of Commerce Report for 1927

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Salespeoples' Honor Roll for Good Service To Customers

In publishing this Honor Roll, which is to be a regular feature of the Storagram. I believe we are giving honor where honor is due. Courteous, intelligent service—and a pleasant smile—we want to give to all customers at all times. That is essential

to our success. We are happy to announce that the following people have rendered notably fine service to customers in the past two months. May this be an inspiration to others.

LOUIS SCHWARTZ, *Merchandise Manager*

Alyce Armstrong
Olive Brooks
David Barclay
Elsie Bounds
Mildred Boyer
Mathilda Bronger,
Blanche Berman
Louise Brainard
Margaret Burheim
Zelda Berman
Lucile Crepo
Cecelia Curry
Victoria Cipraino
Erma Conway
Martha Charney
Haidee Campbell
Mary Corba
Rose Dalverney
Mary J. Davis
Alice Davis
Arthur Dougherty
Joseph Edmundson
Myrtle Eckblad

Elizabeth Emrich
Camilla Flaherty
Rose Fivars
Anna Flannigan
Anna Franks
Anna Fitzpatrick
Mary Fleisher
Josephine Finucane
Alice Gilleland
Della Gray
Della Glunt
Lela Gillingham
Marcella Helfrich
Lynda Hill
Kathryn Horne
Vesta Huhn
Bertha Hediger
Celia Hughes
Constance Heindrichs
Frank Hefner
Alice Johns
Olive Johnston
Jeannette Jackson

Norma Koontz
Irene Kerr
Rose Keefer
Berd Knox
Ruth Kemp
Fan Lichter
Allen Leaf
Mildred Levison
Martha Lindquist
Cecelia Lamfrom
Mary McVay
Edward Mansmann
Margaret McMahan
Florence McCrory
Lyda Metcalf
Mary Mc Nerney
Mazie Mooney
Mildred Mervis
Laurene Neely
Golde Patton
Frances Parks
Sophie Peterine

Read on page 14 "Excerpts From Customers' Letters", and see what customers appreciate in a sales person.

A Tribute to Mr. Henry Kaufmann



"Largest Individual Donor to Neighborhood Work in America"

Fellow-workers, through the Storagram, want to add their loving wishes for many, many more happy birthdays for Henry Kaufmann. Increasingly happy must Mr. Kaufmann's birthdays always be, for each year hundreds of his fellow men are made happy through his gifts. His most recent beneficence—a gift of \$625,000—makes possible the much needed annex to the Irene Kaufmann Settlement. A picture of the proposed building is shown on page 14. With a splendid auditorium, gymnasium, swimming pool, art class rooms and music studios, the new building will bring joy and measureless benefits to hundreds. Mr. Kaufmann's gifts to the Irene Kaufmann Settlement now total more than \$1,750,000. This makes him the largest individual contributor to neighborhood work in America. It is with great pride that we reprint below a tribute from THE SURVEY—a tribute and an interpretation.

Merchant Citizen

Reprinted from THE SURVEY, June 15, 1928

"Something over forty years ago, an immigrant boy of sixteen turned up in Pittsburgh, from Vierheim, Germany. His name was *Henry Kaufmann*, and he was to become one of that remarkable group of department-store owners who have contributed so signally to American community life. The very fact that a department store synthesizes callings and lines of trade, and that its fortunes are dependent upon the prosperity of the whole community, and especially upon the prosperity of a community's wage-earners, has seemed to give the business leaders in this field a broader and deeper grasp of the common welfare than the general run of manufacturers, for example, who touch the community life from but one side.

Henry Kaufmann is a case in point; and in his case also is the recollection of his experience

as a Jewish immigrant foraging amidst the tense activities of the American steel center. Herein, no doubt, lies the clue to the fact that with the gift of a new addition—land, buildings and equipment costing \$625,000—to Irene Kaufmann Settlement in Pittsburgh, he has become the largest single donor to neighborhood work in America. His gifts to this settlement, in memory of his daughter, total \$1,750,000. The new addition will include an auditorium in memory of Mr. Kaufmann's deceased wife, a little theater, gymnasiums, baths, an enlarged music school, additional space for the neighborhood art school and the handicraft activities of the settlement; a fully equipped playground and a new "children's milk well." Mr. Kaufmann's gift has been the subject of a congratulatory resolution of the City Council of Pittsburgh."

A Bit of Clock Lore

By Hedley R. Trott

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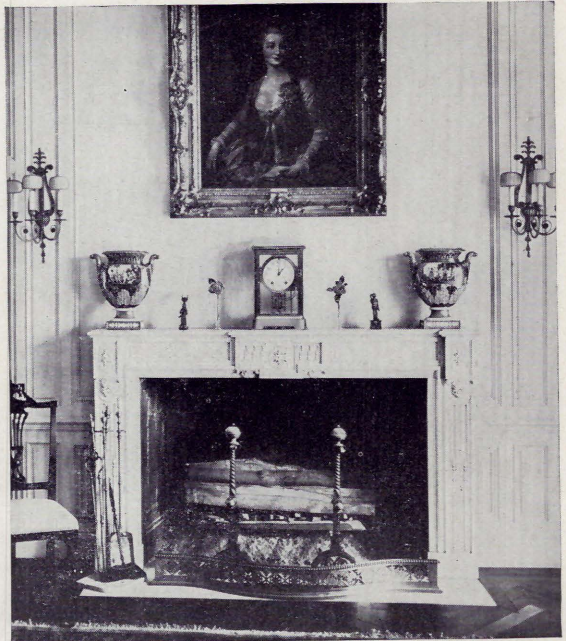
EDITOR'S NOTE—Mr. Trott may properly lay claim to a considerable knowledge of Clocks. Born in Bermuda, raised in the West Indies, widely traveled in South America and our own country, a graduate of the Waltham School of Horology, a salesman and repair specialist with some of the foremost clock manufacturers of this country, Mr. Trott's life has been pretty much linked up with clocks since his boyhood. In New England sea coast towns they say of a seafaring man "he follows the sea"; so we may say of Mr. Trott, "he follows clocks". To him they have fascinating personalities. For him they have a lure. And that is because he is a student of clocks. He has never got through studying them, and he says he never will. In the following article he gives us just a glimpse of his realm of clock-dom.

How many of us give a thought to what a clock really is? One writer states it is the pioneer school teacher, showing the advance of the human race. The sun dial and the water clock were the first means devised by man to show the division of time. Clocks, as we know them came after these. In the earlier centuries, little attention was paid to the cases of clocks, interest being centered on the performance. Art in clock cases seems to have reached its highest development in France. The French have employed many materials besides wood in making their clock cases; marble, glass, enamels, precious metals and even gems have gone into their beautiful clocks. English clocks are of a heavier type, but these are more familiar to us because the colonial clocks, now come back to favor, were adaptation of English Clocks.

To America, however, belongs the credit of producing clocks for the masses. After the American manufacturers started to make clocks, we began to find clocks in every home. Before this, clocks were for the rich only. That is why we find so many public clocks in town halls, church and school steeples in old towns. The town clock was the only time-piece the poorer people had. Like the town pump, before the days of household plumbing, the town clock was shared by all.

There is no doubt that there is more romance connected with clocks than with any other household furnishing item. This is partly due to their very being—for a clock is the only piece of furniture that is built with some of the features of a human being. Has not a clock a face, hands and a voice? Yes, it seems a living, animate thing in a room—a companionable thing that grows in our affections the longer we live with it.

There are two types of clocks that are strictly American, the Banjo and the Shelf Clocks. The Banjo, a wall clock, was produced by Simon Willard



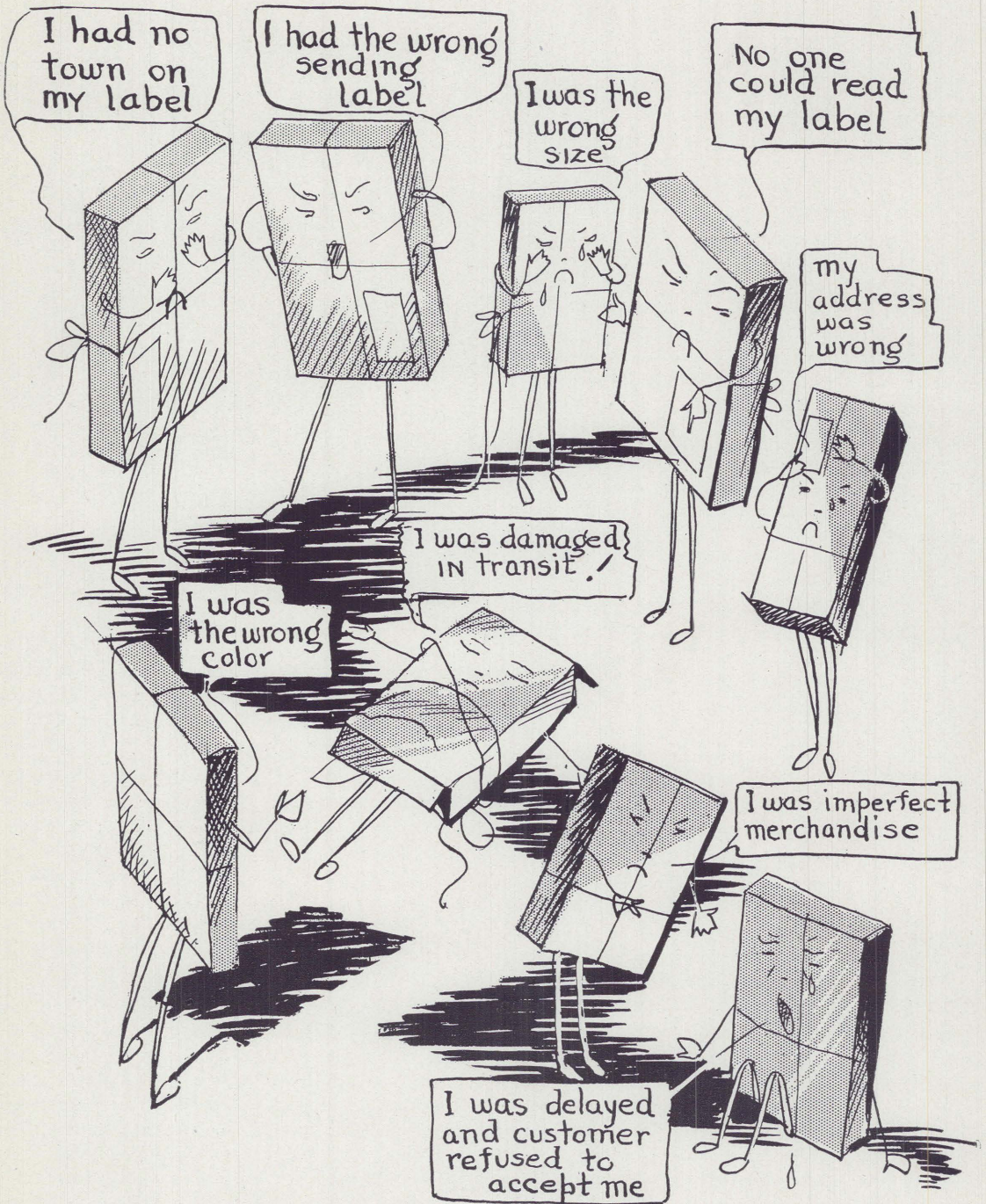
about 1800. Reproductions of this type of clock are in great favor today. The Shelf Clock, produced by Eli Terry about the same time, has also come back to favor today and is reproduced in all its quaint variations. It gives a touch of early American quaintness that we like today.

Old time Shelf Clocks reflected the prevalent architecture of their towns. For instance, in one we see a reflection of the gables of old Salem; in another we see details reflecting old Lexington or Cape Cod. In all of them there is something that bespeaks the quiet contentment of those old history-making towns of New England. These early American clocks had works entirely of wood, whereas old European clocks had works of brass.

The writer has had the pleasure of repairing some interesting old clocks, among the most interesting being a town clock in Bermuda, West Indies, built in the time of George III; a grandfather clock in New York, built in 1776—a clock that plays several tunes on bells; an old bracket clock in the West Indies, which bears the repair marks of one J. W. Davis, Glasgow, Scotland, 1775; a hall chime clock here in Pittsburgh, made for the famous Diamond Jim Brady. It gives one a happy thrill of satisfaction to restore these faithful old servants to health and hear them once more contentedly ticking away!

And now a word in behalf of clocks: give your clocks considerate attention; keep them oiled and in repair and they will repay you with faithful service.

The Complaint of "Returned Goods"



Read this sad story on the opposite page—and see why merchandise comes back.

Two Views of "The Returned Goods" Evil

A SAD and woe-begotten lot
 OF packages
 ARE HERE assembled
 IN THE Returned Goods Room
 AT FORBES Street
 SOME IN feeble accents,
 SOME IN rage,
 THEY TELL their tale of woe.
 WOULD YOU care
 TO LISTEN in?
 BUT WE give you warning,
 HERE AND now,
 SOME OF their remarks
 ARE FAR from flattering,
 TO CERTAIN fellow-workers
 HERE AT the store,
 WHOSE negligence
 OR LACK of skill
 HAS caused
 THE DEEP humiliation
 OF THESE packages
 THAT COME limping back
 INSTEAD OF going on
 TO WAITING customers.
 ONE PACKAGE gasps,
 IN ACCENTS weak,
 THAT IT was cruelly crushed
 BY CARELESS handling
 LONG BEFORE it left the store.
 ONE PACKAGE cries in rage
 THAT IT has had
 DOOR AFTER door
 SLAMMED IN its face,
 AND HAS been back
 THREE times
 TO RETURNED Goods Room
 IN HOPES that some
 GOOD guesser
 JUST BY luck
 MAY HIT upon the name

THAT'S SCRAWLED upon
 ITS ADDRESS label.
 TO DATE no one
 CAN READ it.
 TOO BAD same salespeople
 NEVER LEARN to write!
 AND STILL another package
 FAILED TO go
 BY PARCEL Post because
 IT HAD no "sleeve",
 WHICH EVERY wrapper knows
 MUST GO on parcels
 SENT BY mail.
 READ FOR yourself
 THE OTHER plights;
 THEN ASK yourself
 IF YOU are anyway to blame
 FOR THE sad plight
 OF THESE poor things
 WHOSE pictures are shown here.
 NOW IF you'll turn
 THE PAGE, you'll see
 THE OTHER side
 OF THIS sad tale.
 EVERY story,
 SO THEY say,
 HAS TWO sides.
 AND SO has this one,
 AND THE other side,
 IF anything
 IS worse
 FOR HERE you see
 THE customers—
 ANGRY. disgusted,
 MAD AND dismayed.
 CAN YOU blame them?
 THAT MAN, for instance,
 ALL READY to play golf—
 JUST WAITING for the balls
 HE BOUGHT at Kaufman's

AND WHO finds, instead,
 WHEN HE opens the box,
 A BABY doll!
 THE CENSOR has forbidden us
 TO PUBLISH his remarks
 NOW SEE that man
 IN UNIFORM—a driver—
 IN FACT, your fellow worker.
 HE'S STRAINED his eyes
 AND WRECKED his nerves
 IN A vain attempt
 TO READ the address
 SCRAWLED UPON the label.
 THREE TIMES he's climbed
 THREE FLIGHTS of steps.
 THREE TIMES has had
 A DOOR slammed in his face
 BY SOME impatient maid
 OR householder,
 WHO SAID that no such
 PARTY LIVED in there.
 MEANWHILE THE customer
 WHO REALLY bought
 THAT merchandise
 IS WONDERING why
 IT DOESN'T come.
 AND EVERY day
 THAT SHE'S kept waiting,
 HER ANGER mounts.
 UNTIL THE day
 THE PACKAGE does arrive,
 SHE REFUSES it, and
 POURS THE torrent of
 HER RAGE upon
 THE DRIVER'S head.
 NOW YOU can read
 THE REST of these
 PICTURES FOR yourself.
 READ 'EM and weep.
 AND PROMISE to reform.

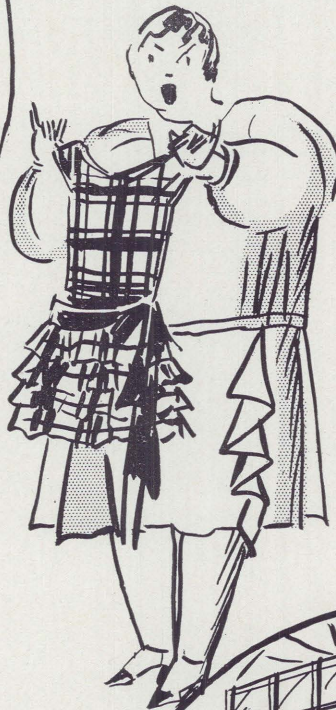
Why Customers Send Goods Back

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I ordered
GOLF BALLS!



I bought a
42!



Well I give it
up. They've
thrown me out
of three places.
I can't read this
label!

BROKEN!



Boo-hoo I want a doll!



You're
Too Late.
I expected
that a
week
ago!

Read the sad tale of the disappointed customers,
told on page 7.

A Page of News About Juniors

Mary Reid drove to Chicago to visit friends for her vacation.

Marie Conway is dividing her vacation time between Cleveland and New York.

Katherine Neville is another person who declares New York is a fine destination for a vacation trip. She reports a very good time.

Alice Robinson had the pleasure of driving to New York with her father—a splendid trip and a fine time at the “end of the trail.”

Mary Duffy certainly looks rested after her vacation. Apparently she knows what a real vacation should be.

Frances Cornelius is spending her vacation in Alliquippa with her sister.

Helen Frank is spending a happy vacation in Youngstown.

Seventh Floor Packing Room

Pauline Neihaus, who was in the hospital for a tonsil operation, is back home and recovering nicely.

Katherine Young, Sarah Piazza and Jean Michalak are planning to have a good time right here in Pittsburgh for their vacation. Well, thousands of travelers come from other parts of the world every year to see this interesting city. Wonder how many of us know all the points of interest and beauty in our own “home town”?

Mollie Weber seems to be doing some interesting shopping these days. The reporter is waiting for developments, to be announced in the next Storagram.

Central Wrap

The staff of the Central Wrap takes this opportunity to express their appreciation to all the girls from the other wrapping desks for their fine co-operation during the Anniversary.

And, speaking of Central Wrap, they seem to be mighty pleased about their new floor covering down there. “See our new linoleum!” is the greeting you’re apt to get as soon as you arrive.

More Vacation News

Agnes Burns had a fine time on her vacation in Chicago.

Mary Oberst spent her vacation in New York.

Bonus Winners

On the job every day; never tardy; faithful and business-like!

Beatrice Mayhe	Pauline Niehaus
James Finnegan	Edward Urie
Mollie Weber	Mary Reid
Sarah Piazza	Clara Goltz
Jean Salac	Katherine Kasonik
Philamena Pipilo	Adam Sabash
Katherine Siloski	Ruth Wetzel
Marie Meyers	Margaret Jones
Julia Fedor	Ottilla Zerbe
Mary Voltz	Jake Thierry
Nellie Mantia	Wm. Kavacheck
Irene Herron	Harry Rosenbloom
Dolores Knorr	Dolores Albrecht
Anna Tomko	Fred Stoops
Alice Burns	Mary Soboski
Mary Conn	Ethel Shefsky
Mary Hillebrand	Laura Newman
Frank Bisiada	Agnes Corsello
Edna Pasek	Mary Corsello
May Patterson	Mary White
Gertrude Butler	Anna Zyrek
Catherine Perkovic	Jeanette Scully
Frank McGargon	Elizabeth Schmidt
Mary Constantino	Marie Spratt
Mary Lennon	Anna Klein
Cecelia Demmel	Elizabeth Bauer
Laurence DiMarco	Minnie Moore
Lillian Feist	Katherine Young
Margaret France	Tom Harper
Antoinette Rosenas	Morris Lapidus
Freda Klein	Tom Griffin
Henrietta Hediger	Benjamin Simon
Mary Bechtold	Leo Carle
Gertrude Aspell	Henry Franz
Joseph Sabash	Mary Elser
Mary Conway	

NEARLY PERFECT

The following just missed 100% attendance, having but one absent or tardy against them.

Regina Hobbins	Mary Dawson
Louis Favand	Margaret Herron
Helen Michihan	Marie Bornscheuer
Ruth Rhay	Alice Robinson
Henrietta Hediger	Margaret Martin
Marie Arrand	Agnes Mohr
Mary Gerhold	Mary Pritchard
Viola Hoffman	Mary Nodzam
Katherine Neville	Ed Howell
Lillian Rau	Joe Kay
James Griffin	Herbert Cox
Jean Michalek	John Daniels
Harry Bishop	Ella Barsgraver
Mary Duffy	Mary Diskin
William Grant	Mary Kacsmar
Frances Cornelius	Mary May
Cecelia Boyda	

THESE ALSO SCORED HIGH

Agnes Huth	Florence Mock
Helen Frank	Elizabeth Howeison
Margaret Oberst	Agnes Lobert
Hildeg'de Thierett	Florence Unger
Kath. McQuaide	Arthur Fleisner

Hilda Thieret collected more sunburn than any vacationist we have seen so far. If sunburn is any indication of a good time, Hilda had a wonderful time!

Mary Kacksmore, head inspector on the first floor, is spending her vacation at a cottage near Ligonier.

Gertrude Butler is planning to spend her vacation at her home at East Brady, Pennsylvania.

Mary Jones is spending her vacation in Waynesburg.

Helen Kljnick is having a fine time on her vacation in Detroit.

And we hear that the following girls are planning to have a good time right here in Pittsburgh for their vacations, doing a little house-keeping, sleeping late, enjoying “home sweet home”: Mary Diskin, Mary May, Mary Voltz, Betty Howieson, Mary Bechtold, Freda Wetzel, Lillian Rau, Jean Hobbins, Ruth Ray and Katherine Zalas.

Florence Mock was a patient in St. Joseph's Hospital recently. We understand that she is well on the way to recovery and we hope she will soon be back with us.

Wedding Bells

Mary Libbon is to be married to Mr. Frank Marrow on September 12th at the Church of The Madonna. Plans are being made for an elaborate wedding. The bride is to have six bridesmaids and a maid of honor. After the ceremony there will be a reception to which four hundred guests have been invited. We all wish Mary many years of happiness! We shall miss her here at the store but we wish her joy in her new home in McKees Rocks.

Agnes Libert recently changed her name. She is now Mrs. Herman Niedemeyer. Congratulations and all good wishes, Agnes!

Ten girls of the Cashier's office recently helped Agnes Tranter celebrate her fifth wedding anniversary. They presented their hostess with a beautiful fernery.

We welcome Agnes Cox and Helen Roberts, who have recently joined the cashier-wrappers' force.

The smile on Eddie Biermeyer's face showed that he had a good time at Kaufmann's Annual Picnic.

Harry Bishop, a handsome first floor packer, was not seen with a girl at Kaufmann's Picnic. Maybe he's a woman hater.

Charles Baxter, package collector on the fourth floor, is doing some good work at the Citizens Military Training Camp, near Baltimore, Maryland, during his vacation.

Mike Muccina, package collector in the supply room, is another one that has chosen the C. M. T. C. for his vacation. Good work, Mike!

We welcome George Gallagher to the staff of packers. George is the grandson of Mr. Gallagher, who is at the Cherry Way Door.

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The Travel Bureau

The Travel Bureau invites all Kaufmann fellow workers to make free use of the service it offers. If you are wondering where to go for your vacation, they have a hundred-and-one tempting suggestions. And it makes no difference whether you have much or little to spend. The Travel Bureau has trips planned for every budget, for water travel, motor trips or rail. If you want a quiet, inexpensive place to rest, if you want to go exploring in new regions, if you are wondering just how long it takes to get here or there and how much you have to figure on spending—no matter what vacation questions are perplexing you, the Travel Bureau is prepared to help you with free information. They will also make your train, boat and hotel reservations for you.

Vacation

Two weeks to follow the stream,

Two weeks that will fly like a happy dream,
A fortnight free from the bonds of care

With never a duty to haunt you there,
With no one to say you shall come and go

And never a whistle at noon to blow—

This is the tribute which commerce pays

To the soul of man and his gentler ways.

Two weeks to dream and lie

Wherever you will 'neath the open sky,

To dream your dreams and to wash your soul!

Where the air is clean and the waters roll—

The nod of commerce is glad to give

To the soul of man that his dreams may live.

EDGAR GUEST

Here's "Doc" Dougherty, of the Rug Department, photographed on his recent trip to California. Some people might think that "Doc" gets enough traveling going back and forth to Steubenville every day. But not he! He's ready for that winter vacation trip to California just the same.



Introducing Mrs. Miller



Mrs. Miller comes to us as Training Supervisor, giving her particular attention to the Juniors, in Miss Hincks' absence. Mrs. Miller has long been our neighbor, having been with the Philadelphia Company for nearly eight years. There she was for some time in charge of correspondence, more recently supervisor of women's employment and also special instructor in shorthand and typewriting . . . Incidentally, we might mention that Mrs. Miller is some authority on camping and camp resorts in New York State. A native of that state, she is some booster for the lake and mountain resorts that call the summer camper.

Wilkesburg, Pa.
June 18, 1928

KAUFMANN'S,
Pittsburgh, Pa.
Mr. E. J. Kaufmann,
DEAR SIR:

It has been a source of much satisfaction and pleasure to me to have dealt with the Budget Bureau, as Mrs. Fisher has been very kind and helpful in her service.

I also wish to commend the men who delivered a De Luxe bed spring to my home last week. During my absence, they obtained a key from a neighbor, as instructed. They asked this neighbor to accompany them to my home, but, having a sick child, she was unable to do so, and told them she would trust them.

They not only put on the new spring, but also re-made the bed and left everything in "apple-pie" order, which I think was very commendable, and I feel that "praise should be given where praise is due."

Very truly yours,
MRS. BETTY L. GEISSINGER

Watch Your Diet These Warm Days!

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It's a fact that our diet has a lot to do with our feelings every day. Lots of people who "can't stand the heat," who tire out too easily, who take cold on the least provocation, could correct all this if they had the right diet. Our Tulip Room does much more than provide good food. It provides the scientific services of a trained dietician. Every day's menu is carefully prepared to give the right balance of food values—in tune with the season. And that is an important point. We don't require the same sort of food in the warm summer months that we need in cold weather. The Tulip Room offers summer menus that provide the right food values for warm weather diet. Fruits and vegetables, cool salads, light desserts—all these things are more than just "something to eat." They are scientifically selected and prepared for the good of your health. . . . And a good breakfast is important. If you can't conveniently have a wholesome breakfast at home, go to the Tulip Room from 8:15 to 8:45 and have a breakfast that will set you up for the morning. The breakfast-less fad may be all right for people who have nothing to do but fast, but for workers, a wholesome breakfast is necessary.



Found

Four rings
A white shrine pin
Two pairs of eyeglasses
Two pairs of gloves
An umbrella

The above articles can be claimed by their owners upon identification in the Timekeeper's Office, 10th floor.



"Vacation days are happy days," says little Miss Mildred Voelker, daughter of Mr. Otto Voelker, of the Boys' Furnishings Department. But, we judge by Mildred's good smile and her bright countenance that all days are happy days for her!

Free Legal Advice to Kaufmann Fellow Workers

The services of the Legal Aid Bureau, conducted by the Kaufmann Employees Beneficial Association, are at your disposal every Wednesday and Saturday morning, from 9 to 10 A. M. Mr. Amdur the Attorney for the Legal Aid Bureau, has his office on the 10th floor. There is no charge for his advice.

Play Time

"If your nose is close
To the grindstone rough
And you hold it down
There long enough,
In time you'll say
There's no such thing
As brooks that babble
And birds that sing;
These three will all
Your world compose
Just YOU, the STONE and
Your darned old NOSE."

EXCHANGE

Meet Master Albert Marrone, Jr., the five months-old son of Mr. Marrone, of the Sewing Machine Department. Mrs. Marrone is likewise shown in this picture, but young Albert is undoubtedly the center of attention!



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Meet the Boys that Put Us

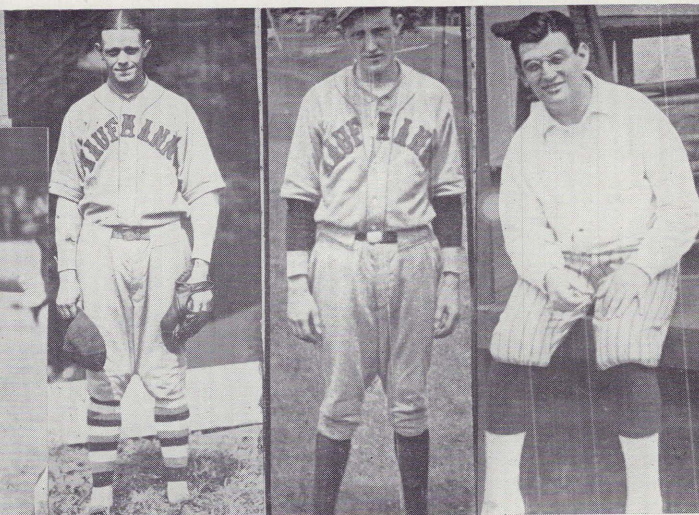
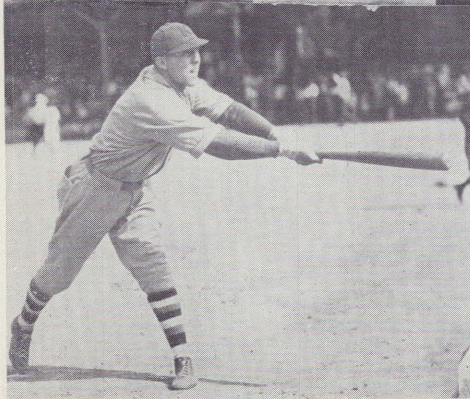
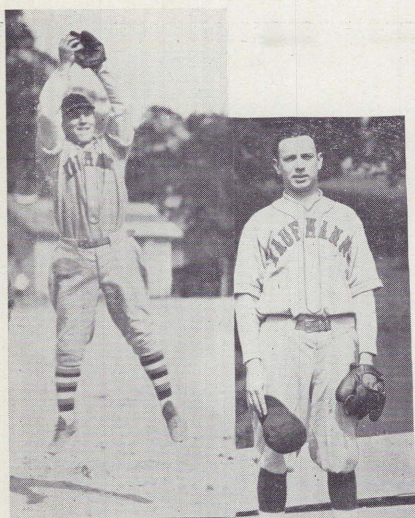
Kaufmann's entered in the Commercial & Industrial League. They got off to a good start by beating Union Stock Yards at the picnic at West View Park by the score of 17-10 in the first game of the second half schedule of the C & I League. Joe Hadley pitched good ball, and the Geis boys with their hitting also featured.

Following this game, Kaufmann's played Joseph Horne's at Camp Horne, and added their second win to the list by the score of 12-7. The K O boys fielding and hitting was faultless. Al Molinari pitched good ball and Tom Foley's fielding at short stop aided him immensely.

The next game saw Kaufmann's play some ragged baseball against Oswald & Hess. Going into this game too cocky almost cost our boys a defeat, but the old "Never say die" spirit crept out and with four runs behind saw our boys fight hard, and in the fifth inning we scored one run—a homer by Molinari—which was followed in the sixth by three more markers. Red Flynn emulated Max Carey by his clever base running. Jimmy Geis, by his fielding, helped greatly in holding Oswald & Hess to a tie score. It behooves the K. O. boys to not under-estimate the strength of any of their opponents and not let up on those so called easy teams.

Following this game, the K. O. boys handed Carnegie Steel Company a 7-3 setback. Joe Hadley has returned to form, and now Coach Lefty Levenson's worries will be abated.

With Hadley, Molinari, Dugan and Miller in form, all indications point to Kaufmann's, with any kind of breaks, leading the pack when the curtain rings down on the C & I League.



First Place in C. & I. League

SEEN FROM THE BENCH

Tom Foley, the pride of the North Side Warehouse, is a wow of a short stop.

Rumor has it that the K. O. boys will be strengthened considerably by some new men.

Finkelstein, better known as Andy Cohen, is paying a good game at second base. This boy can hit.

Hodgetts is our general utility man. He has played four positions this season and has held them all up fine.

Out pitching staff is rounding in form.

Frank "Tubby" Rubenstein, our catcher, reminds one of "Oil" Smith, with his incessant chatter and warning signs.

The success of any baseball team depends upon its own playing, but the greatest factor in a successful team is support. Our team is the poorest supported team in the league when it comes to having anybody come out and root for them. Rooters help a team considerably, even if you are not heavy lunged; the fact that you turn out would be appreciated by the boys on the club. Many a game is won by rooters encouraging their team on to greater efforts. Every other department store has a big turn out. When we beat Gimbel's 18-6, we had one solitary rooter, and almost two hundred people were there from Gimbel's. This also holds true when we play Horne's, Rosenbaum's and others in this league. We have a good team and anybody will be well paid for coming out to watch our boys in action.

Charlie Geis, L. F.
Joe Hadley, Pitcher
I. Finkelstein, 2nd B.
J. Droshack, M. F.
Jimmie Geis, M. F.
Slim Hodgetts, 3rd B.
Tom Foley, S. S.
Lefty Levinson, Coach
Freddy Shademan, Capt. & S. S.
Jack Lagorio, Catcher
Red Flynn, R. F.
All Molinari, Pitcher
Skin Miller, Pitcher
Frank Rubenstein, Catcher
Albert Conaby, Manager
Sammy Goldstein, 1st Base



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Excerpts From Customers' Letters Showing What They Like in Sales Service

"I asked her a great many questions. All of them were answered in an easy, intelligent way. It is my opinion that such a person would be very valuable to any book department. The fact that she enjoys her work is evident in her enthusiasm."

"I liked her in every way. She was gracious to the old lady, patient with me, knew her stock well and her appearance left nothing to be desired."

"I was especially pleased with this saleswoman. She seemed to be anxious to help me find just what I wanted. Her appearance, language and manners were most pleasing."

"She was willing to show me any number of dresses and pointed out those she considered to be particularly good value. She took pains to find just the style that would suit me. When I did not buy,

she was so courteous and agreeable that I certainly would seek her out in the future."

"I felt that her knowledge, good taste and pleasing, alert manner resulted in a combination that meant excellent service."

"This salesperson is one of the most enthusiastic, pleasant, cheerful persons that I have ever come in contact with. She seems to take great interest in her work and is more than willing to show her merchandise and discuss it. She makes a good appearance and this, too, helps to give the customer a good impression."

"This saleswoman impressed me as having a very fine background. She has charm and seems so interested and enthusiastic. I was impressed by her good English. She has at her command a delightful choice of words, and she is natural and unaffected."

—

"My Feet are Killing Me"

How beautifully the Indians carried themselves and how erect their bearing! They traveled great distances on foot, and often in running from wild animals or enemies they would have lost their lives unless they had been fleet on foot. Have you ever worn an Indian moccasin? If so, you will know what perfect foot comfort the Indians enjoyed.

Of course, we can't wear moccasins and wouldn't want to if we could. But we can all enjoy foot comfort if we wear heels which give some support to the foot. The height of the heel is not of so much importance as the width at the bottom of the heel or the *standing room*.

Bloomington's Store News.

Consult our Chiropodist

Conveniently located at the rear of the Women's Shoe Department on the fifth floor, is our Chiropodist. He is the man who knows how to take the misery out of your feet! Skilled in all the branches of chiropody. Dr. Boyle has been successful in treating many fellow workers. He also treats outside customers, but to fellow workers he makes only a slight charge. It is best to call up and make an appointment. Dial 391 on the house 'phone.

Hard to Please

Country-bred Maid—"But, sir, why do you write so much?"

Master—"I am an author—I write novels."

Maid—"Fancy taking all that trouble when you can buy a novel for sixpence!"

—STORE LORE

"It gives me great pleasure, O'Connor, to pin this medal on your breast," said the commander, "and tell you that I am also placing twenty-five dollars to your credit in the bank."

"Thank ye, sorr," said the private, "Butt sorr—'Yes?'"

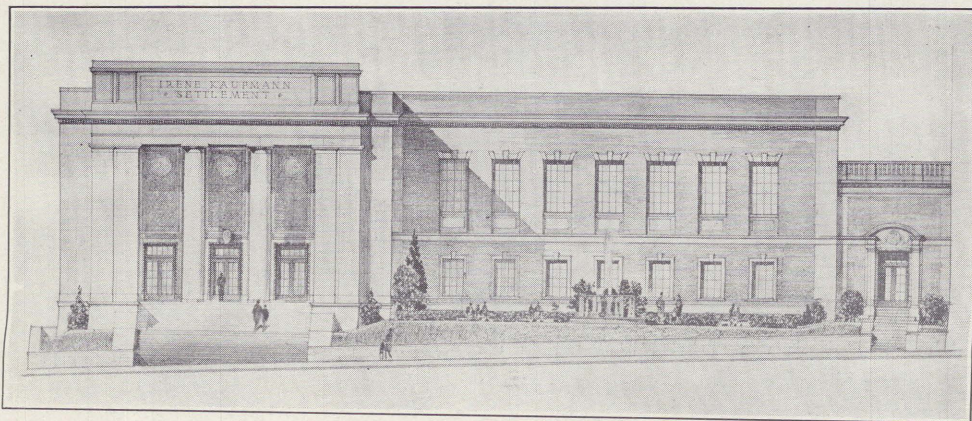
"If ye wouldn't mind now, sorr," asked O'Connor, "couldn't ye pin the twenty-five dollars on me breast and put the medal in the bank?"—*Ladies Home Journal*.

"He said I was something to adore."

"I guess he meant a knocker."

"No, a belle."

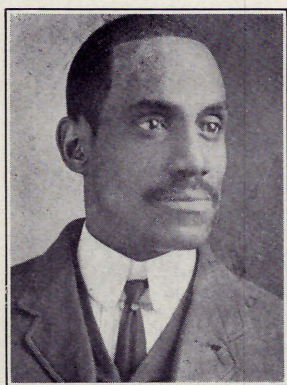
EXCHANGE



THE NEW ADDITION TO IRENE KAUFMANN SETTLEMENT.

4.74

Forbes Street S. S.



WILLIAM BRADFORD
WITH KAUFMANN'S 23 YEARS

He used to drive a wagon, in the days when Kaufmann's delivery was handled with horses and wagons. He was a good driver, too, was "Bill Bradford." He is a familiar figure now at Forbes St. Service Station, where, as chauffeur of the elevator, he is at the beck and call of every one on all the floors all the time. His courteous and good natured service and his high sense of honor and responsibility give "Bill Bradford" an honored place among his fellow workers.

For the benefit of fellow workers who own or operate automobiles, this department will endeavor to answer through the columns of the Storagram, questions pertaining to the care and operation of their cars. Address communications to J. Hadley, Supt. of Motive Power, Forbes St. S. S.

George Artzberger's son, Freddie, aged eleven years, won second prize in the Flag Day Poster Contest, sponsored by The Press. Art is properly proud of his boy's achievement, and he did the right thing when he took an evening off to help the lad celebrate at a banquet at the William Penn Hotel.

Now that the "month of roses" is past, we jump right into the months of dog bite, cholera morbus, and cramps. Hurrah for the good old summer time!

Chris Tierhoff is spending his vacation in Detroit. We understand that he is interested in a small way in the Ford Motor Company, and his presence may expedite the early delivery of 1928 models.

There are all kinds of ways of spending a vacation, but Larry Woodall's is perhaps worthy of mention. He made a trip each day to the usual scene of his daily labors—just to watch the other fellows work. He says he gets a real kick out of watching the other fellow turn that old gasoline pump handle!

Henry in a recent interview, said that his wealth was just a tool with which to work out his life's ideals. That may be the reason so many of us don't get anywhere—we haven't the right tools!

Reverse Painting

"Would you mind getting up for just a minute, miss?"

"Why?"

"I want to hang up this notice, 'Wet Paint'."

Natives of Snake-Lands Unaware of Reptiles' Value

Where snakes are numerous, lusty and utterly lacking in retiring qualities, the dwellers know the least about the vogue for snakeskin footwear, bags, wallets, trimmings, neckwear, etc. While in the wilds recently I assured some loud-speaking friends of mine that there was a great demand for snakeskin. They looked surprised. I insisted, nevertheless, that the universe was keenly interested in any and all jackets that well-dressed snakes were wearing this season.

The mighty hunters wanted to know if there was any particular kind of snake that society was weeping for at present. They mentioned lively snakes with horizontal stripes, vertical stripes, polka dot, two-tone patterns, vari-colored ensembles, etc.

All the great snake-hunters present insisted on uncovering special, private nests that they knew about. Their knowledge of serpentine summer quarters was little short of amazing. One erudite operator volunteered to uncover a tribe of puff adders that were established on his claim. Another believed he could find a family of horned adders that were living on his place without paying rent. When they became persistent and emphatic I was sorry I had launched the topic. Dealing with the underworld is not my game.

Rattlers, it appeared from the information streaming through tobacco-stained beards, lack class. They are too common. They occupy a social position in snakesdom that corresponds to that filled with ill-grace by a man who once resided on Park Avenue but eventually finds himself reduced to genteel poverty in Flatbush. A rattlesnake wears a snug fitting outfit of dark brown with stripes, all the year around. A water moccasin has very little prestige in aquatic society. His outfit is neutral—rather dark. If he was a man he probably would wear a blue suit all the year around. The moccasin has no color sense whatever.

Milk snakes wear a becoming outfit of very light brown with small neat, allover pattern.

My friends in the hills declared they were in a position to guarantee quantity production and immediate delivery on rattlers, moccasins and milk snakes. On such merchandise as might be supplied by the adders they were not so sure. The last named are a rather exclusive outfit. They shun acquaintance, and are bluebloods in their own peculiar way. While other snakes may feature a cool look in the depths of their eyes, the adders are positively frigid.

One might follow the trail of serpentine gossip indefinitely, but I can only say that if the word ever gets around generally that snakeskin is really wanted by mamma and the girls a rough-and-ready army will move into the market overnight.

Reprinted from Women's Wear

Quartermaster First Class

First Business Man—"Does your wife have enough mechanical ability to drive a car?"

Second Business Man—"No, she merely furnishes the executive ability."

—EXCHANGE

Stranger—"Rastus, do the people who live across the road from you keep chickens?"

Rastus—"Dey keeps some of 'em, sah."

EXCHANGE

High Flyers' Methods

BY S. F. H. IN WOMEN'S WEAR

There is something marvelously satisfactory in the way the true quality of greatness that has made certain "intrepid" flyers famous, has asserted itself.

There were those who—for sheer joy in his success, called Lindy "The Flyin' Fool." But Lindy didn't like that. He had in mind the most serious ambition of his life—aviation on a great and general scale. He didn't wish to feature as the boy-stuntist, the crazy-minded chap who merely dared to do what no one had dared to try before.

At all times Colonel Lindbergh's acts were guided by most careful attention to business. And what scrutiny he bent upon his instruments. He knew the condition of every bit of mechanism aboard with him, and knew its capacity and limitation—from hours and hours of absorbed study and preparation.

GOALS AND COMPASSES.

Miss Amelia Earheart is another sober-minded flyer who is not willing to pose for hero-worship but instead, speaks of those things that hold aviation within the pales of success because of eliminating the factors that are known to contribute to failure.

Miss Earheart mentions among other points, the importance of setting a definite goal. One of her first statements was in praise of her pilot who was able, though he could not see, to navigate a comparatively correct course because he had his goal, a known latitude and longitude, and his compass helped him keep approximately to it.

It is in these fixed resolutions of the High-Flyers that we see a sustained method and principle that holds as much value for us mundane ones who drag along over the crust of the earth as for those adventurous knights and ladies of the upper air.

To have a fixed goal for our efforts, to know our tools and our task, to be simple and earnest in our work and to use what has already been classified and made available by those who went before us—these characteristics will not fail any of us at any time in any work. They safeguarded those who—though flyers—never stopped being workers—of the most sincere and scientific possible type. And they work as well on dry land.

Reprinted from Women's Wear

(—)

Department Changes

The New Accounts and Charge Office have moved from the eighth to the tenth floor. However, the Cashier's Office and the Club Payment Office remain in their old location on the eighth floor. So, fellow workers, please take note and direct customers accordingly.

The Interior Decorating Department has moved from the eleventh to the eighth floor, occupying the space formerly used by the Credit Department.

The Contract Department has moved from the eleventh to the tenth floor.

The Parcel Post and Special Delivery are now made from Forbes Street. This concentrates all deliveries at the Forbes St. Service Station, with the exception of the Furniture. Specials for "The Triangle" are still delivered from the store.

8th Floor Vacation Notes

Mr. James M. Toler spent two weeks "down on the farm in 'ole Virginia". He visited his old home in Gooch County, and reports amazing changes since he left the place forty-three years ago.

Miss Toler spent her two weeks in Johnstown and says she is glad to be back on the job again selling the merchandise she likes to sell.

Mr. Collinson belongs to that party of vacationists who contend that a week now and a week later are better than two at a stretch. He expects to take his second week in September. Miss O'Brien is also dividing her time.

Mr. Heil tells some wonderful fish stories . . . big pickerell . . . Harmony Junction Brook . . . yes, he thinks there are more there.

Rusticators—Mr. Pirtle, in the mountains; Mr. Hurney; and they look as if they found country life mighty agreeable.

Mr. LaGrange declares that a fellow can put in more hard labor vacationing at home than you'd imagine. Especially if there's a new car demanding attention.

7th Floor Notes

Mrs. Carson, we understand, is busy remodeling her home for that Housefurnishing Department Party.

We extend our loving sympathy to Miss Brethauer upon recent death of her father.

We welcome to our store family Miss Frey and Miss Custer, and hope they will enjoy their work with us.

Johnnie Forsythe's injured arm is mending nicely and we expect to see him back with us very soon.

We welcome our floor superintendent back after his vacation. We sure do admire that coat of tan that he acquired at Conneaut Lake.

Mr. Hanna and Mr. Evans have returned from a motor trip to Canada.

We extend our sympathy to Alexander Finnie upon the recent death of his father.

Mr. John Kelly's fellow workers will be glad to welcome him back after his illness of several weeks. He left Passavant Hospital two weeks ago and is making a good recovery after an appendicitis operation.

"It's measles." That was the diagnosis and a sentence that doomed Miss Gertrude Martin to solitary confinement in a darkened room instead of a gay time in Maine. On the eve of her departure for her vacation, she caught a measly little germ. It is an occasion for sympathy and we extend ours most sincerely.

Mr. Charles Caputo, buyer of Musical Instruments, sailed for Italy last week, to visit his mother in the Province of Naples. Mrs. Caputo accompanied her husband. We wish them bon voyage.

Miss Mildred Almen has been seriously ill in the West Penn Hospital for the past three weeks. She is making a slow recovery and expects to go to her home in Minnesota to recuperate as soon as the doctors permit her to travel. We send our best wishes and hope she may soon be back with us.

Evening Courses Will Open Soon

LAST FALL more than one hundred and fifty Fellow-Workers were enrolled in the various schools and colleges of Pittsburgh. Some were taking professional and industrial courses, others were taking cultural subjects and many were studying for higher efficiency in business and commercial lines. No sooner will vacations be over than evening courses will open once more. It is not too soon to begin thinking about enrolling. Call at the Training Department to see Miss McCorkindale for more detailed information. She will be glad to help you to select your courses and show you how to register.

UNIVERSITY OF PITTSBURGH

Opening September 24

SCHOOL OF BUSINESS ADMINISTRATION, with courses in Business Law, Finance, Economics, Social Science, Commerce, Statistics, Mathematics.

ACCOUNTING—With courses in Cost Accounting, Auditing, Advanced Accounting Systems, C.P.A. Preparatory Courses, Etc.

COMMERCE—With courses in Advertising, Retail Store Management, Sales Management, Foreign Trade, Etc.

COLLEGE AND GRADUATE SCHOOL—With many academic subjects from which to choose.

CARNEGIE INSTITUTE OF TECHNOLOGY

Opening October 3

COLLEGE OF INDUSTRIES—With vocational courses in Mechanical Drafting, Structural Drafting, Automobile Maintenance and Operation and many other trades and vocations.

COLLEGE OF ENGINEERING—With courses in Chemistry, Chemical Engineering, Civil Engineering, Electrical Engineering, Mechanical Engineering, Metallurgical Engineering.

COLLEGE OF FINE ARTS—With courses in Architecture, Painting and Decoration, Music, Sculpture, Drama.

DUQUESNE UNIVERSITY

EVENING CLASSES

October, 1928 to June, 1929

Advertising
Fundamental Accounting
Advanced Accounting
Accounting Practice
Cost Accounting
Auditing
Accountancy of Investment
Tax Accounting and Reports
C. P. A. and American Institute Preparation
Business Procedure and Problems
Foreign Commerce and Industry
Commerce and Industry of the United States
Economic History of the United States
History of American Foreign Policy
Methods of Teaching Shorthand and Typewriting

Pennsylvania Business Law, Part I and II
Fundamental English
First Year University English
Second Year University English
Third Year University English
Economics
Economic Problems
Money and Banking
Corporation Finance
Credits and Collections
Organization and Management
Psychology and Personal Efficiency
Public Speaking
Selling
Spanish
Traffic

The Public High Schools, the Y. M. C. A., the Y. W. C. A. and the Y. M. & W. H. A. also offer attractive evening courses in widely varied subjects. See the Training Department for further particulars.

VACATION READING

THE WORLD provides two perfect nooks for reading; the inglenook at the open fireplace, with a hearth fire blazing, and the sunny corner of a field where one may sit in the V-notch of joining stone walls and be shaded by the considerate shrubbery that commonly adorns such places.

"He who has not experimented with the joys of book-browsing under the blue-canopied ceiling of summer knows nothing of the peculiar and indefinable luxury entailed. If half a thought has first been devoted to choosing the book all else will be provided by the sun and the breeze and the eye-resting round-about of green.



"Architects raise green walls in library reading rooms in answer to a law of optical comfort. Nature does better and spreads a carpet of it under our feet; and lounging upon it, one may read without eye strain and ponder without intrusion; or, what is better, fall asleep."—*National Association of Book Publishers.*

Our own store library, in the Recreation Room, on the Thirteenth Floor, has books for every type of reader. Whatever your taste, whatever your interest, you will find books to your liking, books for your betterment, books for your most agreeable companions, waiting for you to come and invite them to join you on your vacation. And the librarian is always glad to help you make selections, if you want such help.